

Westfield Washington Chamber of Commerce Presentation

# Grand Junction Sneak Preview

Grand Junction Task Group

December 18, 2008

Hitchcock Design Group  
EDEN Collaborative  
Business Districts, Inc.  
JFNew  
Design Organization  
Grand Junction Task Group

**Introduction**

**Preferred Strategy**

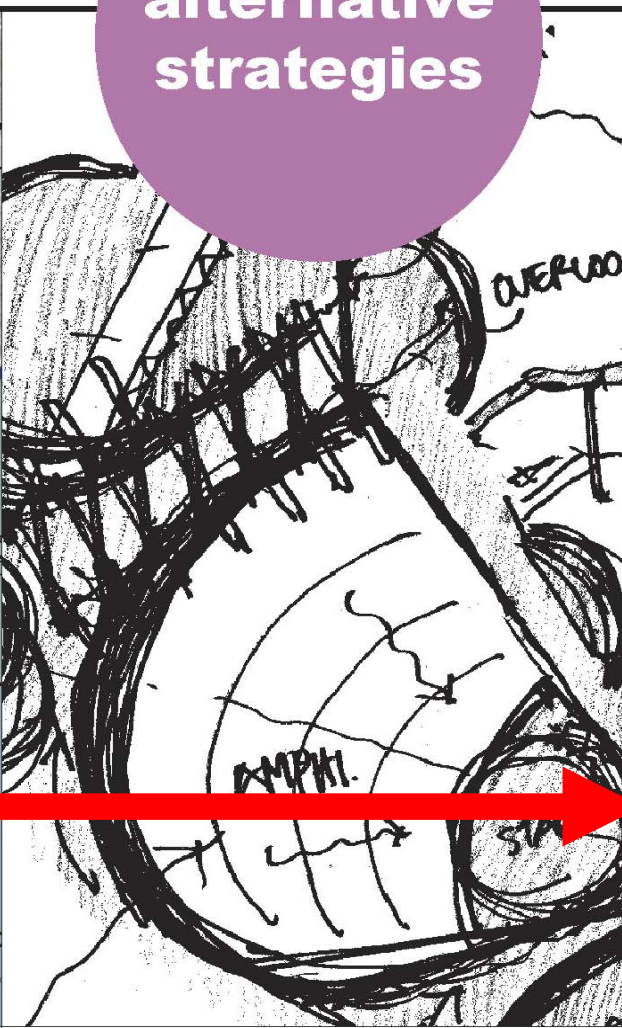
**The Grand Junction**



## opportunity analysis



## alternative strategies



## final master plan



### Implementation:

1. Public Policy
2. Probable Costs
3. Phasing
4. Permits/process
5. Communication
6. Administration

# Analysis





# Marketplace

- Regional growth and strength
- Rapid local growth projected
- Exceptional exposure along US 31 and Main
- Extensive retail competition
- Neighboring community competition
- Niche health care and hospitality opportunities
- Moderate costs to lease existing space



# Stakeholders

- Community enthusiasm
- Outdoor orientation, eager for trails
- Family, faith centered
- History of generosity
- Small town character is important
- Not afraid to think big
- Realistic about economic conditions
- Lots of jurisdictional fingerprints
- Significant engagement in past, present planning process



# Resources

- Significant underutilized land
- Interesting water/natural resources
- Disconnected road network
- Superior sewer/water capacity
- Financial stability, TIF experience
- Stable community, organizational leadership
- Numerous previous plans for trails, roads and development

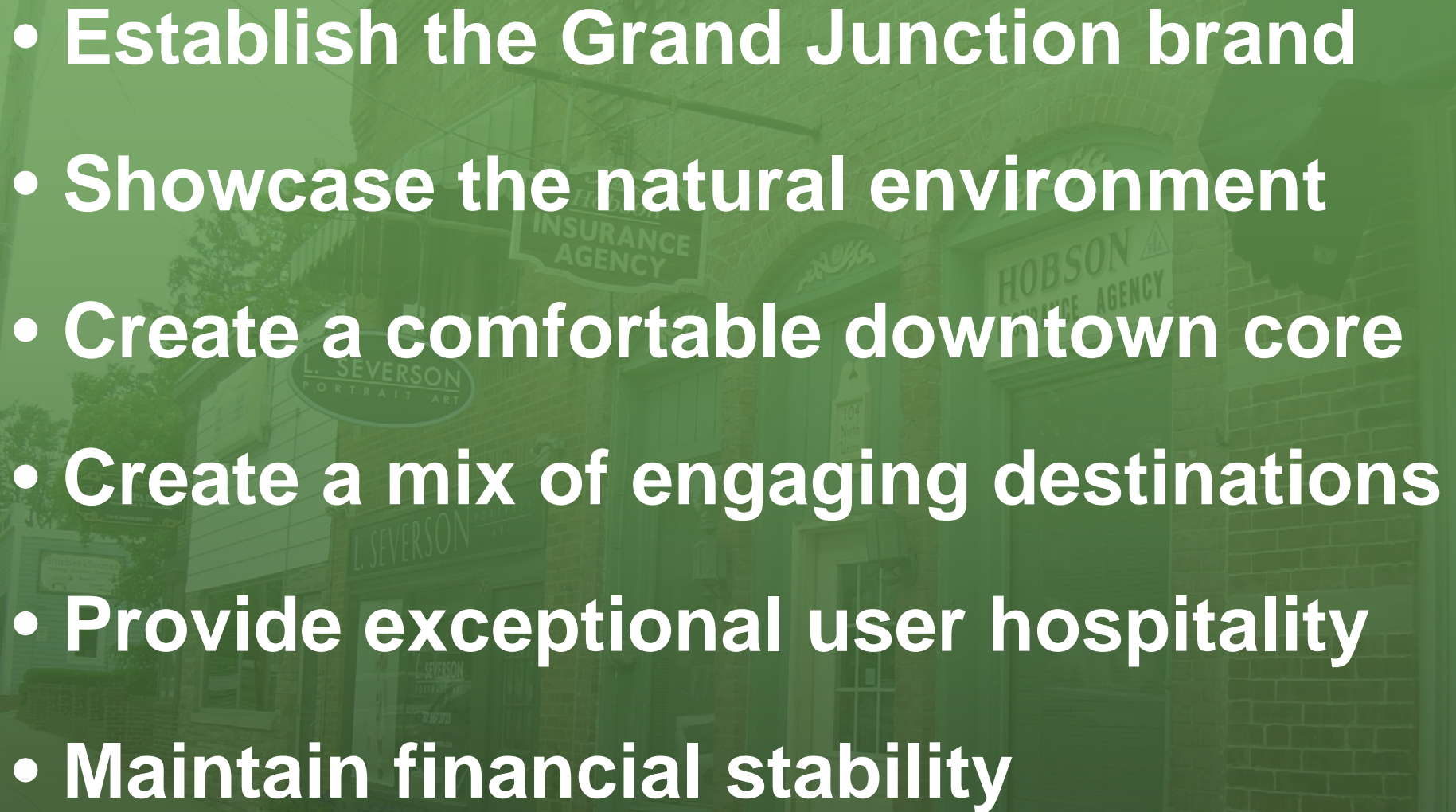
Over the next 25 years,  
create a sustainable and compelling  
Downtown, the

**“Grand Junction,”**

that is the unequivocal **centerplace** of  
**community life** in Westfield and has  
significant regional appeal.

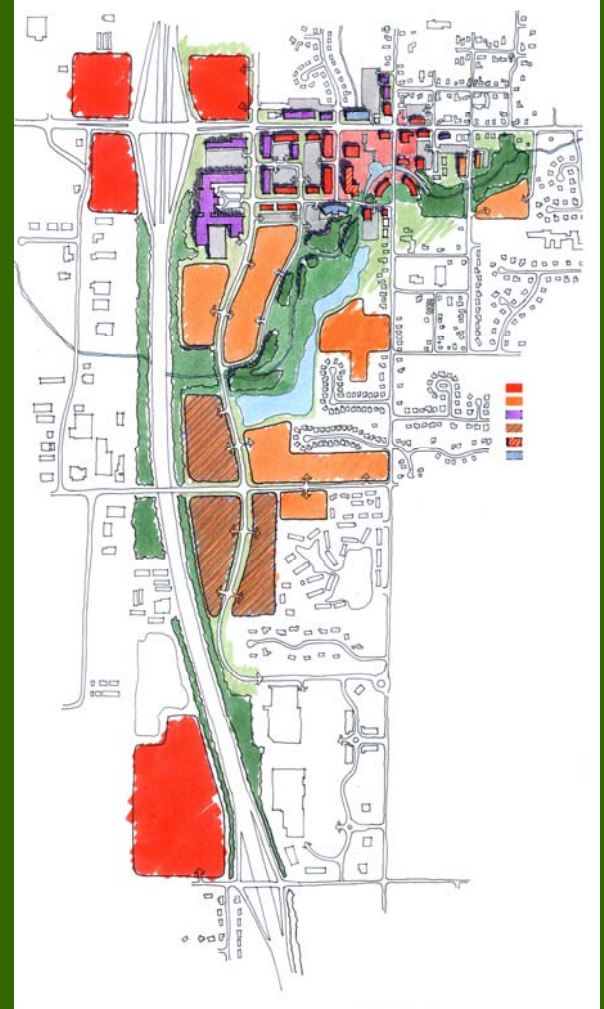


# Objectives

- 
- Establish the Grand Junction brand
  - Showcase the natural environment
  - Create a comfortable downtown core
  - Create a mix of engaging destinations
  - Provide exceptional user hospitality
  - Maintain financial stability



# Alternate Strategies



Best Opportunities



# Expedite extensive trail system





# Create dramatic “Grand Junction Plaza”





# Incorporate new library & city hall





# Complete the street network





**Focus new residential / commercial  
uses on open space**





**Create a signature hotel and  
complementary gateway commercial  
developments at US 31 / Main Street**





**Promote genuine sustainability as  
integral part of the brand**



Preferred Strategy



# The Brand

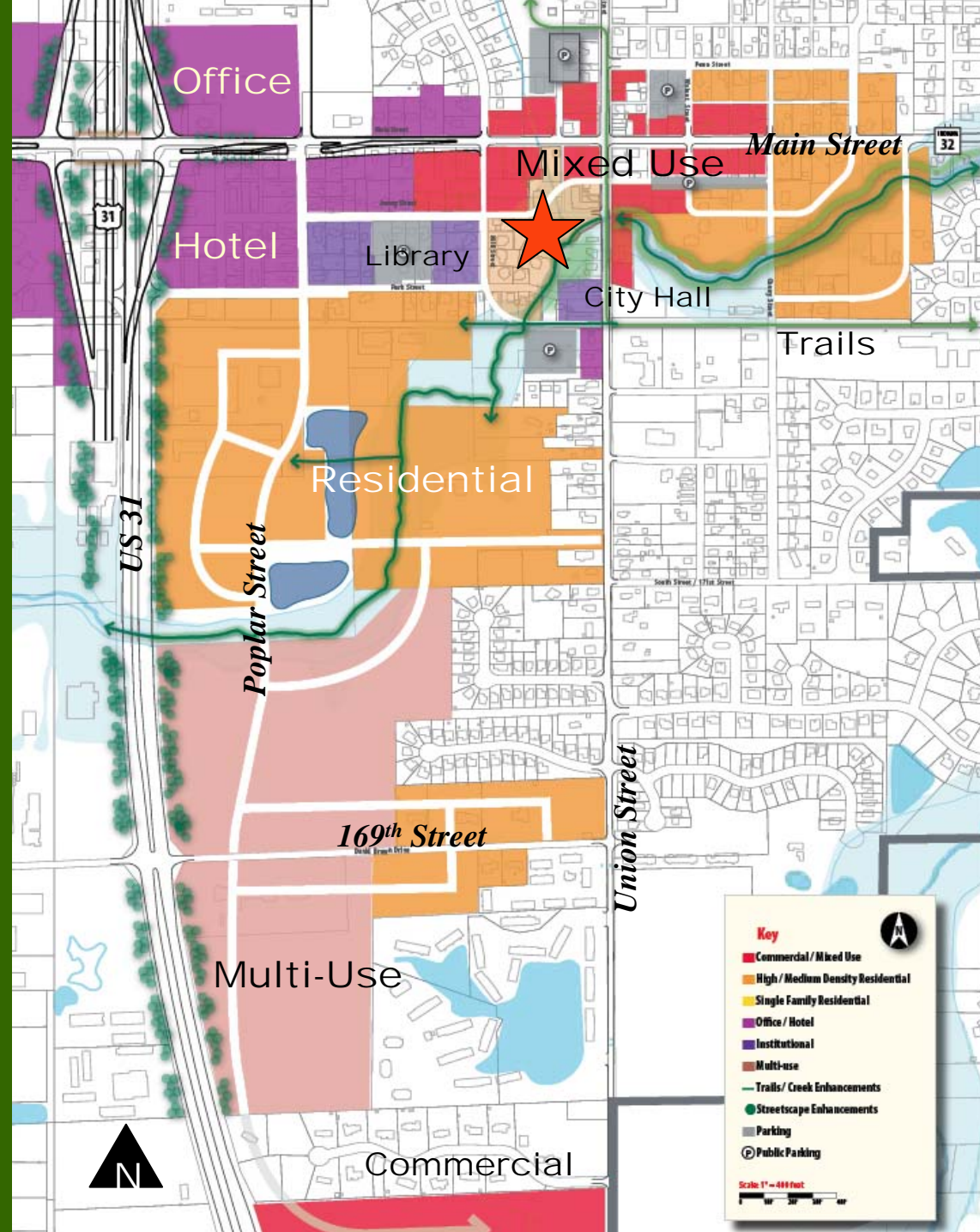
- **Arcadia: awaiting renovation**
- **Atlanta: surprising finds**
- **Carmel: city on the move**
- **Cicero: up and coming**
- **Fishers: the ultimate suburb**
- **Noblesville: charming courthouse square**
- **Sheridan: suburbia has discovered Sheridan**
- **Westfield: keep your eye on Westfield?**

Or.....

# a place to connect...

- with family, friends
- with the larger community
- with nature
- with great places to eat
- with distinctive places to shop
- with regional transportation routes

# How...

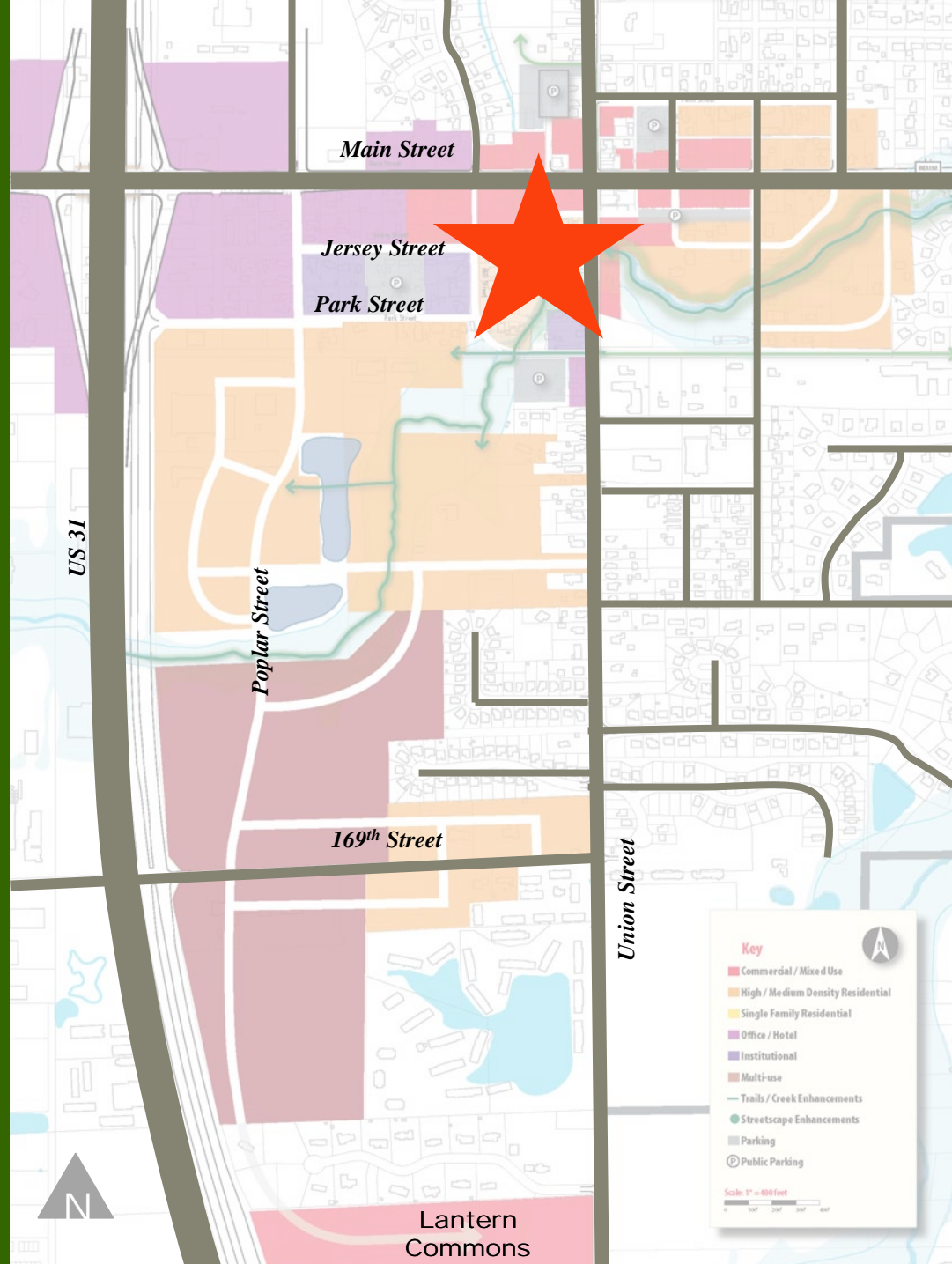




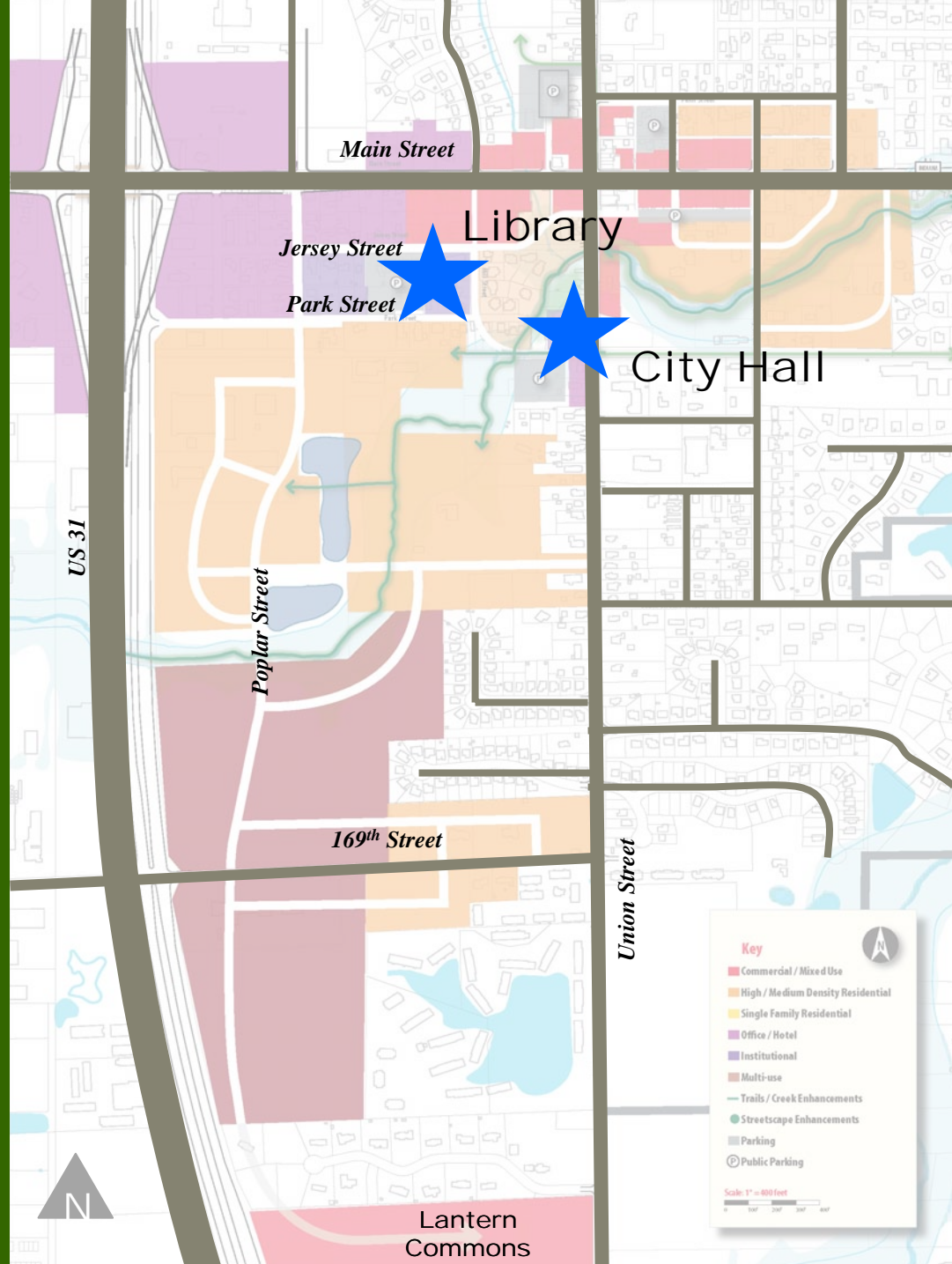
# Extensive Trail System



# Grand Junction Plaza



# Library and City Hall



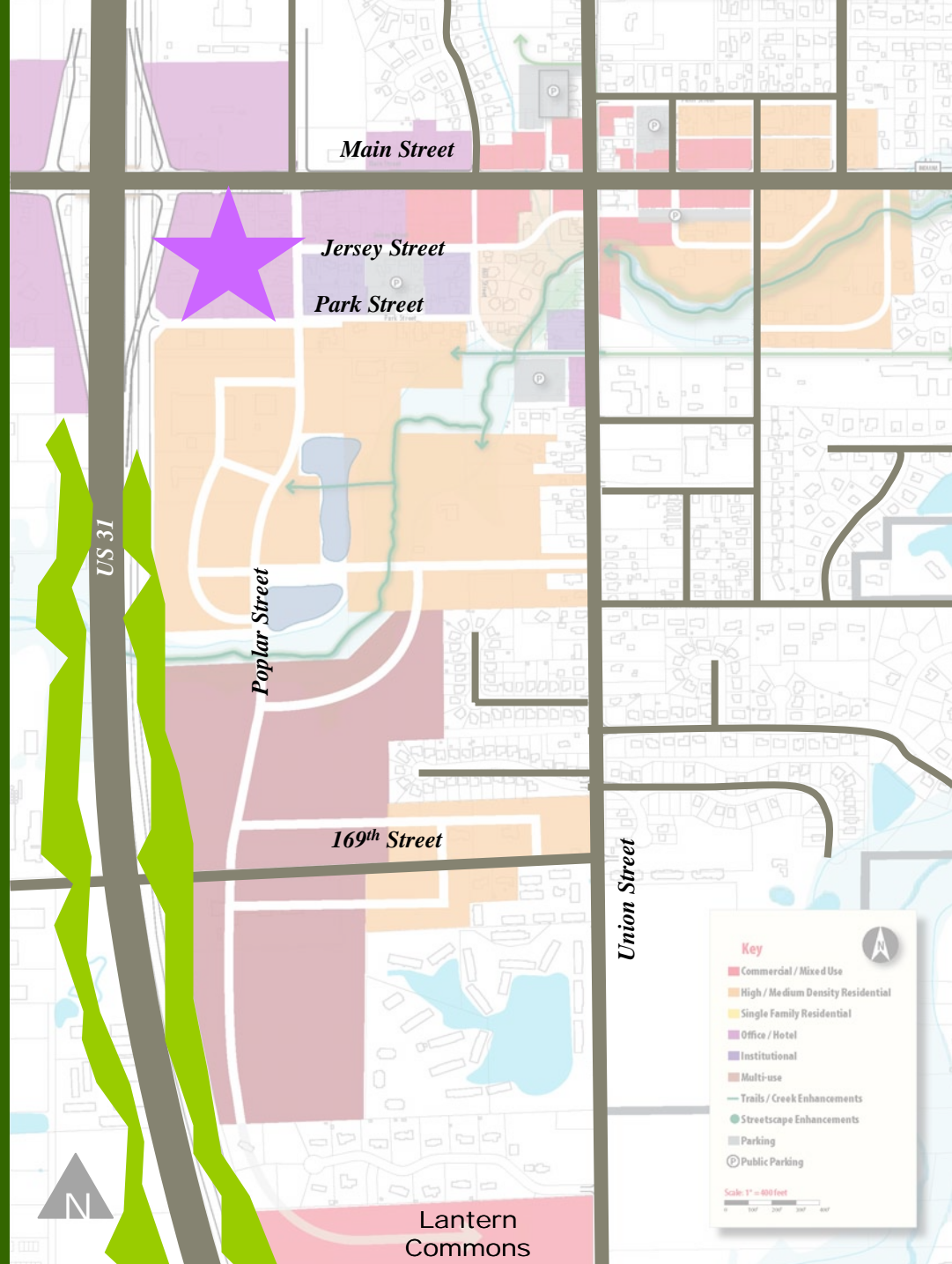


# Leverage Open Space



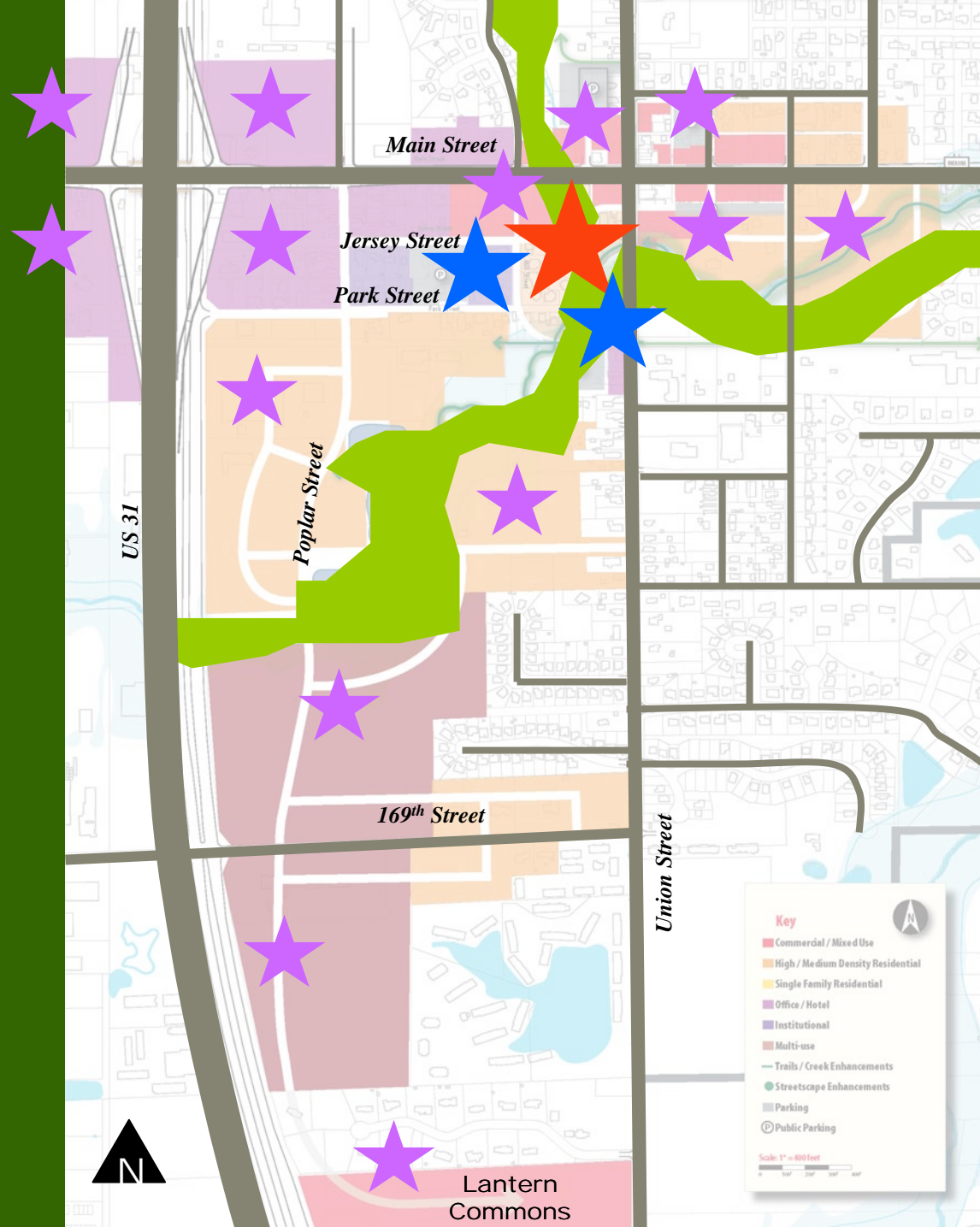
# Signature Gateway Development

## Natural and Architectural



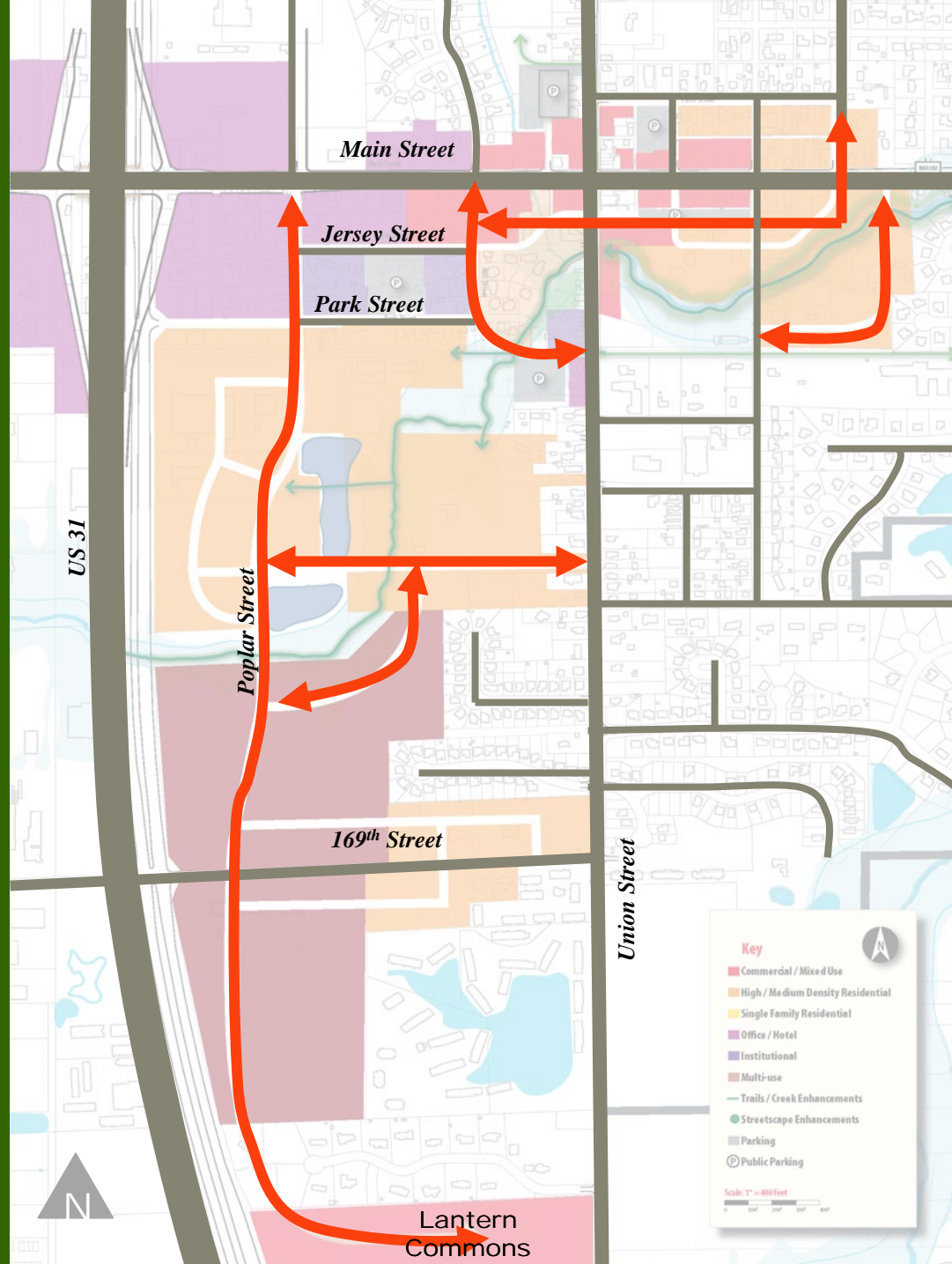
# Sustainability

Cultural  
Economic  
Environmental

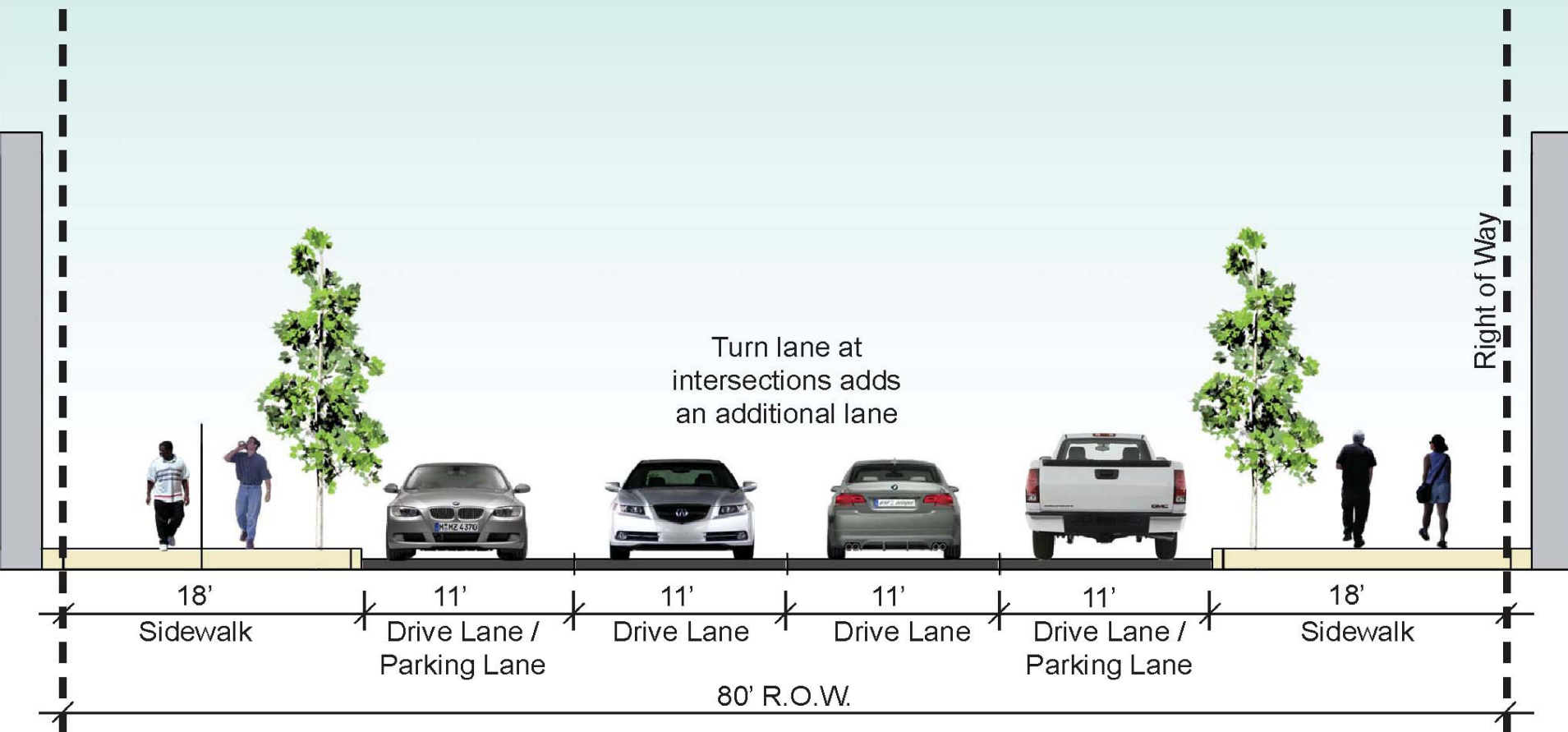




# Street Network



# Main Street Recommendation





# Is 80' enough ROW?

- Avoids lengthy and costly purchase of excess ROW
- Allows majority of existing buildings to remain, creating more affordable leasable space
- Affordable space allows downtown to grow incrementally
- Creates more comfortable crossings at THE 100% intersection in downtown
- Allows retail on both sides of Main Street to function properly

Short Term



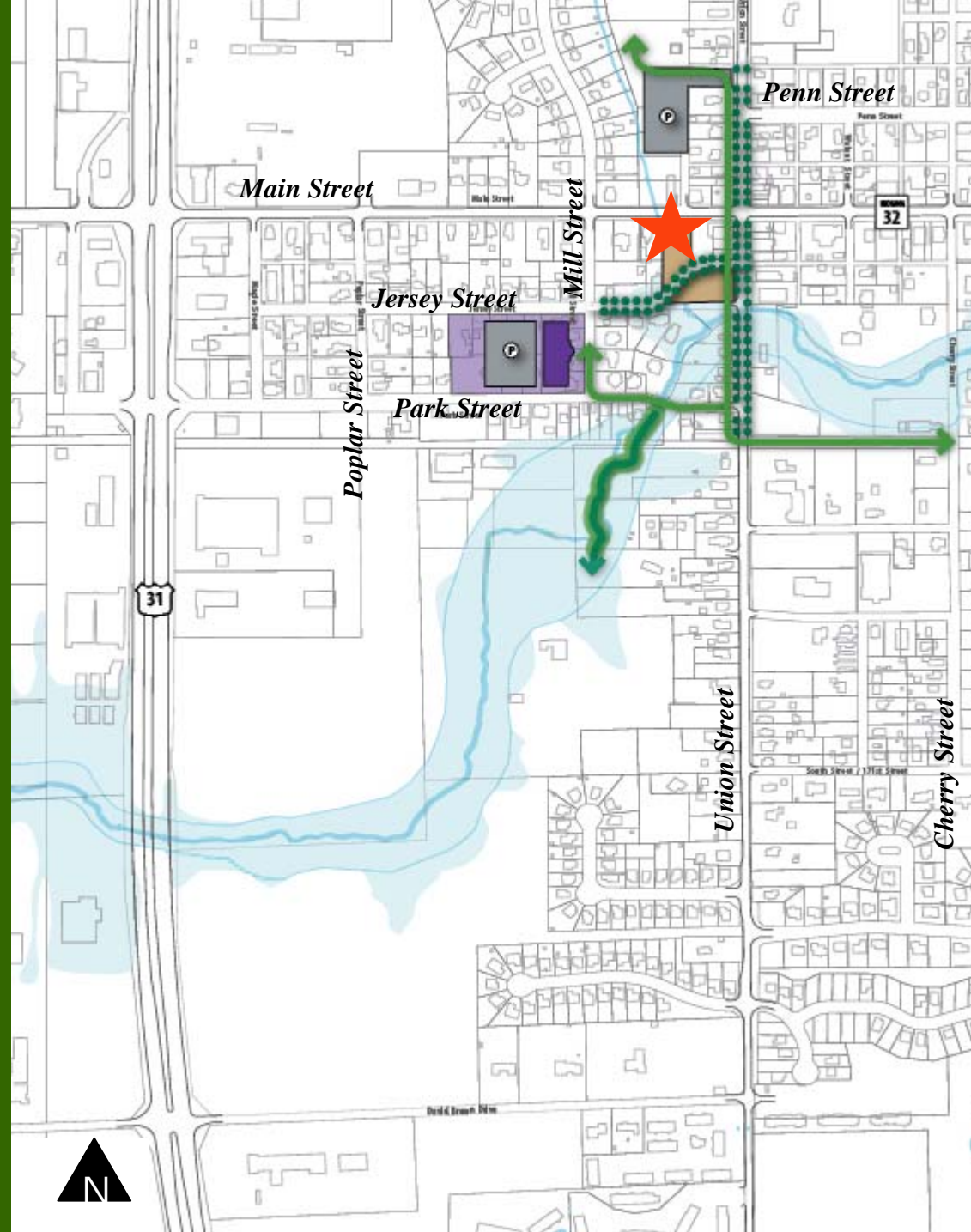
# Benchmarks

- Master Plan becomes public policy
- Business investment opps north of Main Street
- Midland is completed to Union
- Flood fringe development policy is in place
- Public/Private land assembly
- Library downtown



# Public Investment

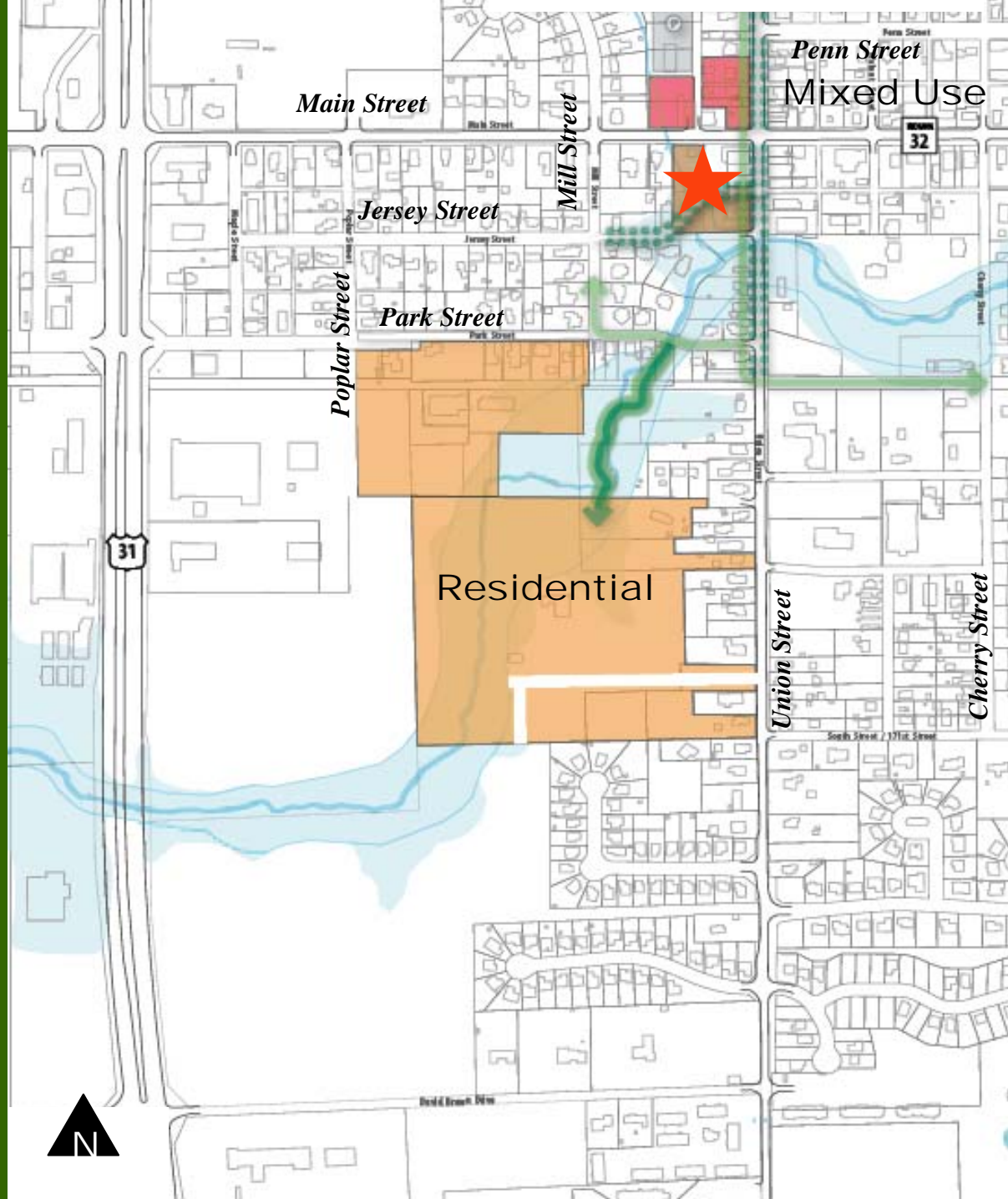
Item	Cost (\$MM)
Streetscape - Union	3.2
NW Public Parking Lot and Trailhead	0.2
First Phase Plaza construction	3.1
Jersey Street (Mill to Union)	1.9
Trail (south of Park to Union)	1.9
Public Improvement Costs	10.3





# Private Investment

Residential	420 units
Commercial	40,000 SF





# Current Downtown Development



# Short Term Development



# Short Term Return on Investment

	Incremental Estimate	Cumulative Revenue/Investment Estimate
<b>Public Investment</b>	<b>\$10,300,000</b>	
<b>Private Investment</b>	<b>\$65,000,000</b>	
<b>Annual Tax Revenue Increase</b>	<b>\$370,000</b>	



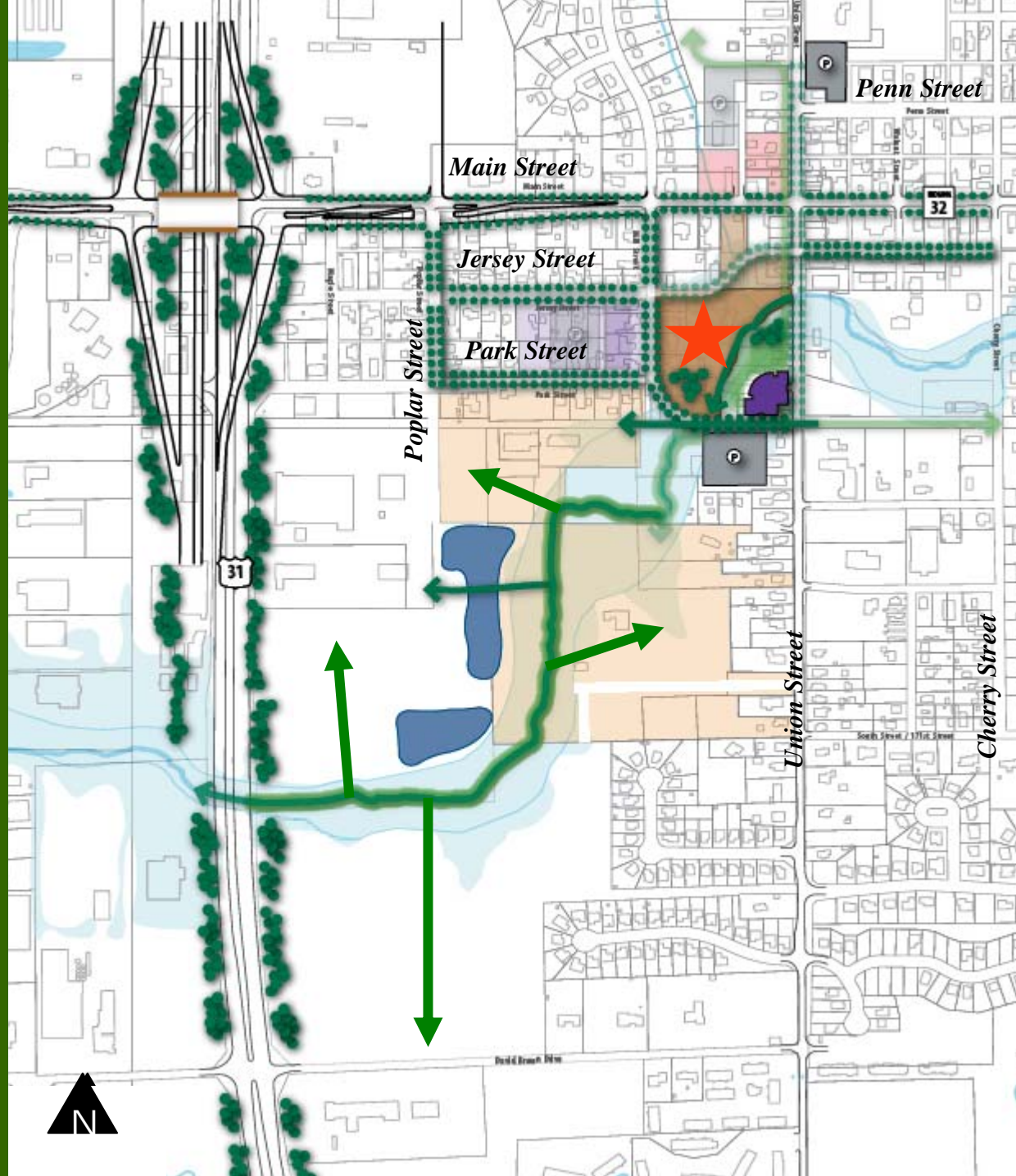
Intermediate Term

# Benchmarks

- Owners are reinvesting
- Storm water policy and infrastructure in place
- US 31 and Main Street improvements complete
- Trail is completed to Asa Bales
- Library is open
- Residential development is active
- Public/Private land assembly
- Jersey will be a festival street

# Public Investment

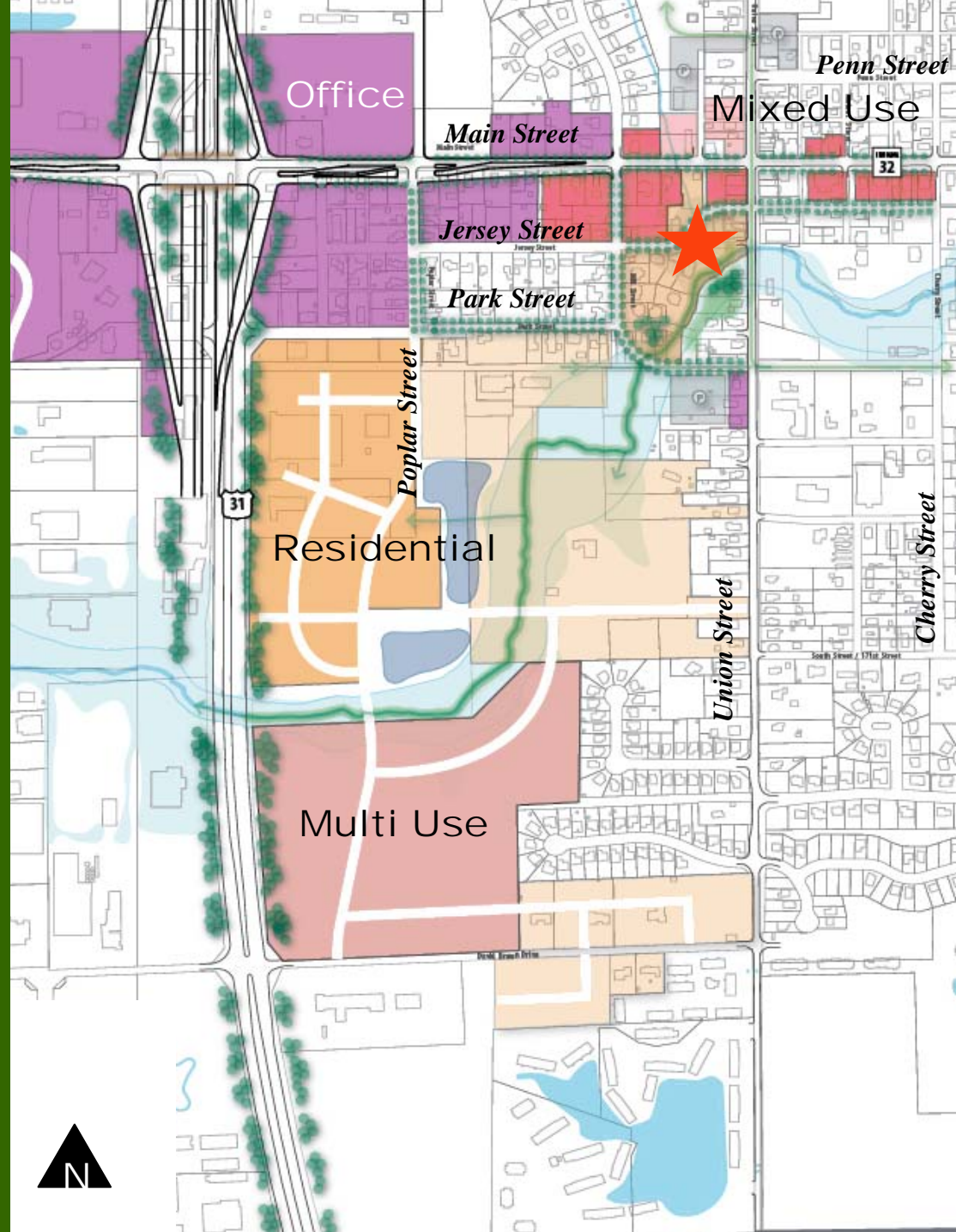
Item	Cost (\$MM)
Streetscape – Main Street	2.3
Interchange Enhancements	2.0
Mill Street Extension/Streetscape	3.8
Park Street Renovation	1.0
Grand Junction Plaza	5.3
East Jersey Extension/Streetscape	1.6
West Jersey Extension/Streetscape	1.6
NE Public Parking Lot	0.2
Detention	3.8
Poplar Street Renovation	2.1
Bike Path/Stream	0.8
Public Improvement Costs	24.5
City Hall	11.8





# Private Investment

Residential	780 units
Commercial	1,250,000 SF



# Short Term Development





# Intermediate Term Development





# Intermediate Return on Investment

	Incremental Estimate	Cumulative Revenue/Investment Estimate
<b>Public Investment</b>	<b>\$24,500,000</b>	<b>\$34,800,000</b>
<b>Private Investment</b>	<b>\$512,700,000</b>	<b>\$577,700,000</b>
<b>Annual Tax Revenue Increase</b>	<b>\$2,930,000</b>	<b>\$3,300,000</b>
<b>City Hall</b>	<b>\$11,800,000</b>	

Long Term

# Benchmarks

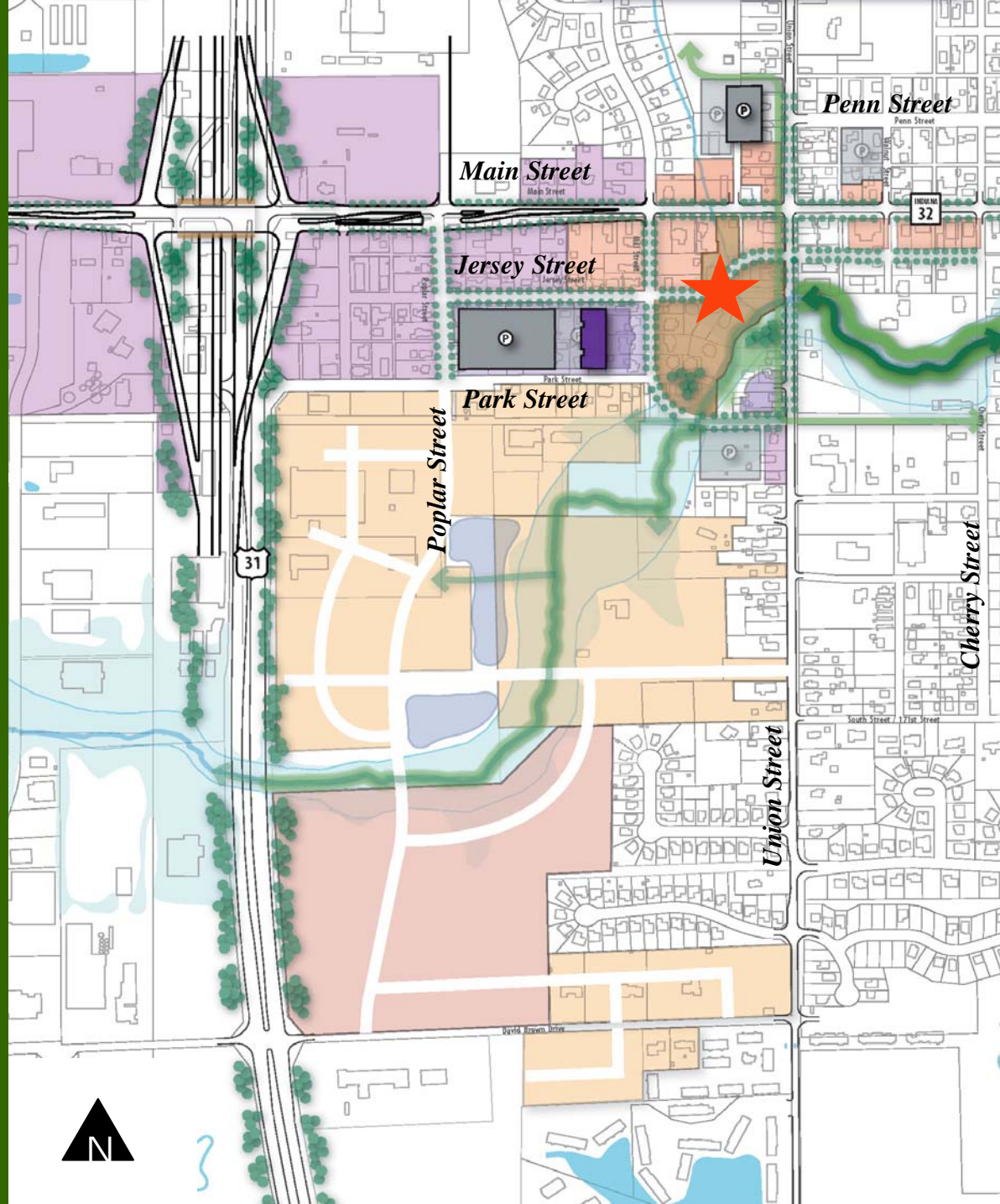
- **Grand Junction Plaza is constructed**
- **Commercial development is leasing**
- **Trails are linked in multiple directions**
- **Streetscape on Park Street**





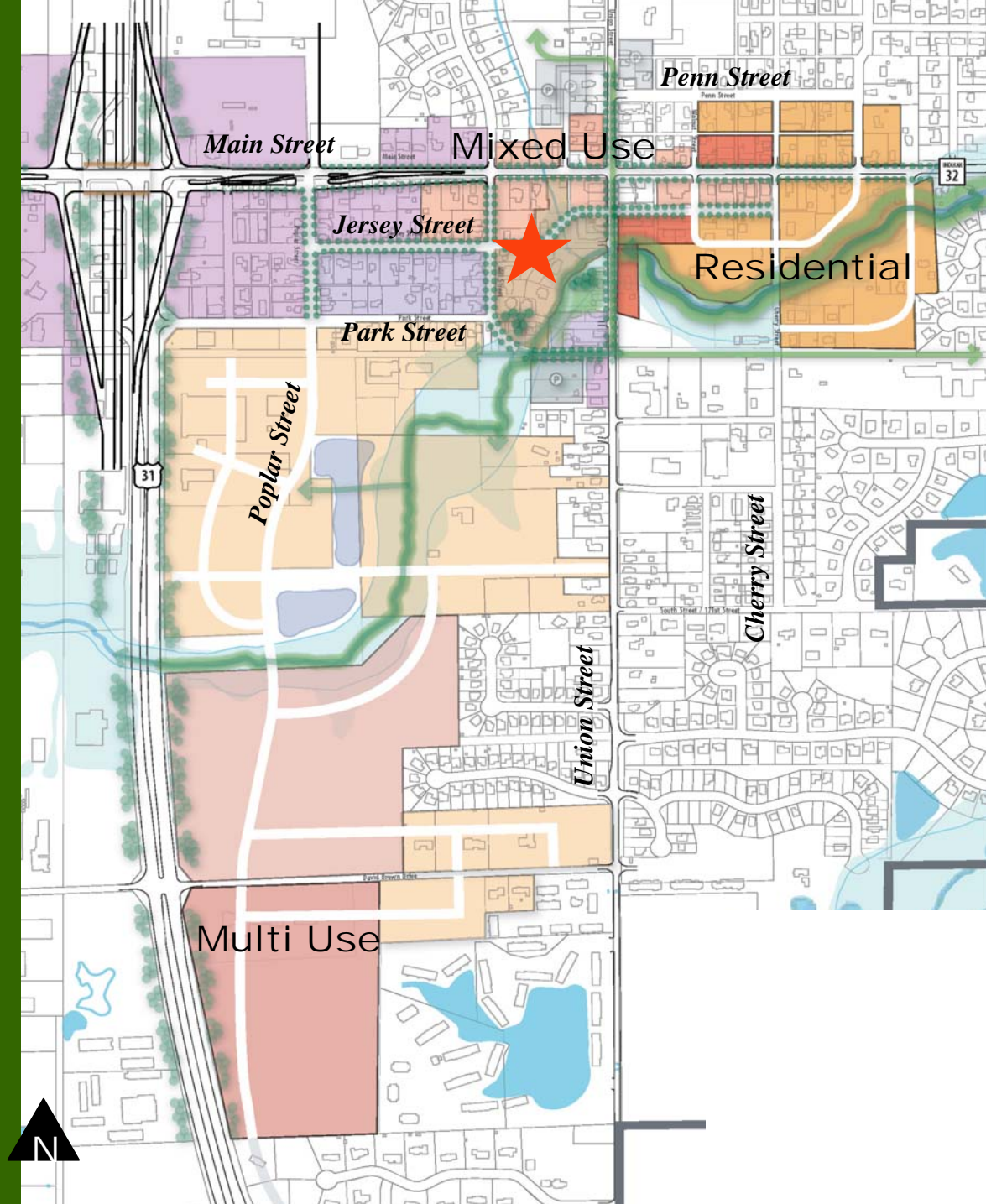
# Public Investment

Item	Cost (\$MM)
Grand Junction Plaza	1.5
NW Public Parking Deck	14.4
Public Improvement Costs	15.9



# Private Investment

Residential	350 units
Commercial	100,000 SF





# Intermediate Term Development





# Long Term Development



# Long Term Return on Investment

	Incremental Estimate	Cumulative Revenue/Investment Estimate
<b>Public Investment</b>	<b>\$15,900,000</b>	<b>\$50,700,000</b>
<b>Private Investment</b>	<b>\$95,350,000</b>	<b>\$673,050,000</b>
<b>Annual Tax Revenue Increase</b>	<b>\$480,000</b>	<b>\$3,780,000</b>



# Current Downtown Development





# Short Term Development



# Intermediate Term Development





# Long Term Development





# Grand Junction

- Trails
- Lawn space
- Stormwater management
- Destination Playground
- Gateway space
- Thompson Canal
- Anna Kendall Creek
- Jersey Festival Street
- Library and City Hall





# Questions

